Tampa Illustrated

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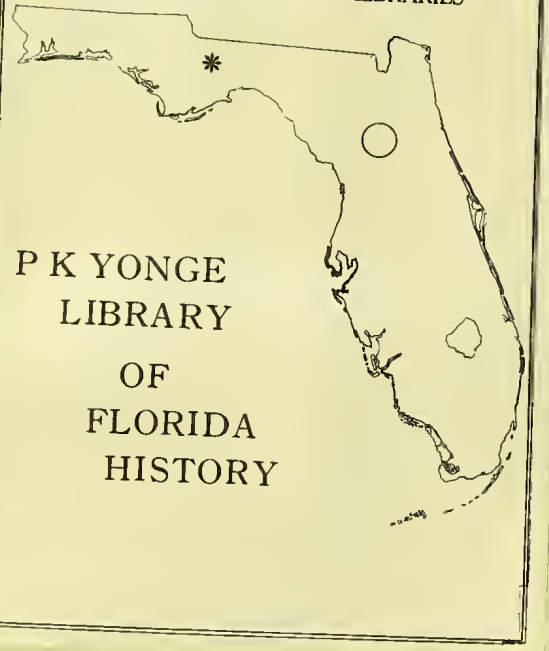

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COURT HOUSE.

Tampa, Florida.

Tampa is beautifully located at the head of Hillsborough bay, a projection of Tampa bay, and is forty miles from the Gulf of Mexico. It is about midway the west coast of the peninsula of Florida, and by reason of its situation enjoys an unsurpassed combination of fine climate with commercial advantages. In this respect it is unique. There are other places with equally good natural advantages for business uses. There may be others with a similar clime. But there is none in which the two are so excellently and completely combined.

Historical.

The beginning of Tampa goes back to the days when Narvaez and De Soto, the famous Spanish adventurers, landed on and near its site to begin their conquest of the continent and the acquisition of unlimited treasure. They failed lamentably, leaving no traces behind them more substantial than maps and names of the localities they visited. The reception given them by the then inhabitants of the city was not of a kind with that which is now uniformly extended to invaders. For the ensuing three hundred years the barbarous Indians possessed this fine region in peace, but civilization was working its way from the northward, and with each successive step it came prepared to stay.

In the early forties of the last century the U. S. government established a military post, Fort Brooke, on the present site of Tampa. About it assembled camp followers and settlers, and in time a small village grew up. It had become the seat of salt works, ship building and sufficient commerce to attract the attention of the federal authorities during the civil war, and was captured without resistance worth the name, though slightly fortified—the remains of the earthworks being traceable to this day and a few of the old cast-iron cannon still occupying positions as curios in the yards of several residents.

Following the civil war the little village struggled along, acquiring a considerable commerce and being the port of a large cattle trade with Cuba. By 1880 it contained 720 inhabitants. In 1884 the first railroad arrived, and the growth then increased as if by magic. In 1890 there were 5,532 people in the city, and in 1903 there are more than 30,000 in the municipal limits and its contiguous suburbs. This increase in population has been accompanied by a corresponding enlargement of commerce and manufacturing. The main feature of the business of the city is the making of clear Havana cigars. The advantages offered by Tampa were such that several of the leading manufacturers of Key West—then the foremost point in the United States—moved here. Their experience was so agreeable that they have since been followed by others, and now no less than fifty of the leading manufacturers of the country have their factories here, with a hundred

more of smaller size.

Seven Thousand

people are now engaged in the industry, with an output for 1902 of more than one hundred and fifty million cigars of clear Havana tobacco, sold for $9,993,350. The cash wages of these people exceed $85,000 per week, and this money is mostly distributed into the ordinary channels of business within twenty-four hours after it is paid to the workmen. This immense factor is the backbone upon which has been built the large and rapidly growing commercial city which Tampa now is. In aid of it, and secondary to it, is the deep water transportation which the city possesses—which insures low charges for freight over the railroads as well, and secures fair and equitable methods of and charges for distribution.

Wholesale Interest.

The jobbing interest of business of Tampa is of comparatively recent establishment—within the past ten years. It is partially due to the favoring local circumstances, and partially to the large increase of settlement and business within the territory naturally tributary to a wholesale center at this point. Within this ten year period its growth has been marvellous, and it now includes more than fifty establishments of varying size and resources—but they are uniform in the success which has attended them. In groceries, feed, building materials, fertilizers, hardware, liquors, dry goods, confectionery, and a dozen other lines, the rich and prosperous southern half of Florida is almost entirely supplied from this point. There is still room for new enterprises and new men and more capital. With the development of commerce with Cuba, other West India islands, Central and South America, Tampa is destined to be the busiest as it already is the nearest American port.

Metropolitan.

Having made its growth so recently, Tampa is a modern city in almost every sense of the word—notwithstanding the largely foreign and almost cosmopolitan character of its population. Its main streets are substantially paved with brick, its leading thoroughfares occupied by electric railways, its streets and houses lighted by electricity and gas, and its water supply is of the purest and most abundant character. It has three strong banks, with deposits exceeding two and a half million dollars and a yearly total of transactions reaching twenty-three millions. There are three excellent daily newspapers, two trunk and three branch railroads, steamship lines to Havana and Mobile, and sail lines to New York, other Atlantic points, and also covering the West Indies and Central America.

In its largest hotel—the world-renowned Tampa Bay—and in its facilities for the reception and comfort of tourists and other winter visitors, the metropolitan character of Tampa shines brightest. Every modern convenience for daily life and business is at their disposal, and there is no point in the country more popular or more freely visited.

Current Business.

To give a somewhat adequate idea of the size and importance of the city from a commercial standpoint, some

quotations are made from the report of the secretary of the Board of Trade for the year 1902, and the figures speak for themselves.

During that year the total revenue of the government derived from the business of the city was $1,734,031, divided as follows: Customs receipts, $1,250,984; internal revenue collections, $442,751; postoffice, $40,296. The receipts of the custom house and the internal revenue office are largely based on the cigar manufacturing, of which outline figures have been given above.

Shipments of phosphate through this port for the year amounted to 412,091 tons, of a value of $2,304,096.

Vegetable and orange shipments for the year—which was not up, on account of a few weeks of dry weather at a critical period, to the usual standard—were to the value of $487,000.

Fish exports were $119,673.

The exports of naval stores were: Rosin, 113,236 barrels, worth $196,057; spirits of turpentine, 703,933 gallons, worth $328,869.

Value of cattle and lumber shipped, chiefly to the West Indies and Central America, $269,000.

The number of foreign vessels arriving at and departing from the port was 310, with a capacity of 188,684 tons. Domestic vessels 546, tonnage, 540,018. The export figures of merchandise show these vessels to have been well loaded, both in and out.

The building permits actually issued during the year were $671,000. The months of January and February, 1903, have called for the issuance of additional permits in excess of $200,000. Now in process of erection are a splendid government court and custom house, a magnificent Catholic church to cost $175,000, and more than a thousand feet of street front of brick business buildings of two and three stories.

Contracts have just been made by the Board of Public Works for the laying of two miles of additional pavement, which will be completed in a few months, when as much more will be ordered.

The Adjacent Country.

There are nearly a million of acres of available land within the limits of the county in which Tampa is located. Only a very small portion of this is under cultivation, but the whole of it is well fitted for both fruit culture and farming. This is the center of the great orange, pomelo and pineapple production of Florida, and large fortunes await those who will engage in it with skill and prudence.

Winter truck farming finds here its best field and greatest profits. The kindly climate, suitable soil and unequalled transportation facilities make this an unrivalled region for this light and wholesome avocation. It may be embarked upon with the smallest capital, and every one strong enough to wield a hoe may be a candidate for its benefits. Lands are cheap

and the other inducements are unequalled anywhere in the world.

Sport and Recreation.

In this department of public interest Tampa and vicinity stand without a rival. The pursuit of game may be indulged every day of the season without encountering any extreme of weather which would forbid. Deer, turkeys, quails, squirrels, snipe, ducks and scores of other objects of the sportsman's gun abound in profusion and are easily reached from the city or any one of the twenty or thirty neighboring villages of sufficient size to afford the hunter suitable headquarters. Not only is the game plentiful, but guides are reliable and all accommodations are reasonable. All the surrounding country is free to the visiting sportsman, no license being required, and he meets with a cordial reception, being perfectly welcome to shoot all he wants to—provided he does not overstep the law which limits the number of deer, turkey and quail that may be brought down by one gun.

It is in fishing, however, that this section justly prides itself as being without equal in the world. The waters in the vicinity are of every variety, from the deep and rolling Gulf to the fresh water lakes which are the home of the bass and bream. Wide bays and winding straits and passes afford the calmest surface for boating by sail or oar, and are the home of countless millions of the finest and gamiest fish. And at the same time the necessary bait is afforded by the same waters. There are literally hundreds of miles of the most perfect fishing waters, surrounded by smooth and smiling beaches, with unnumbered spots which entice to camp and rest, with abundance of fuel and other accessories. Nowhere can life outdoors be made so pleasant as here.

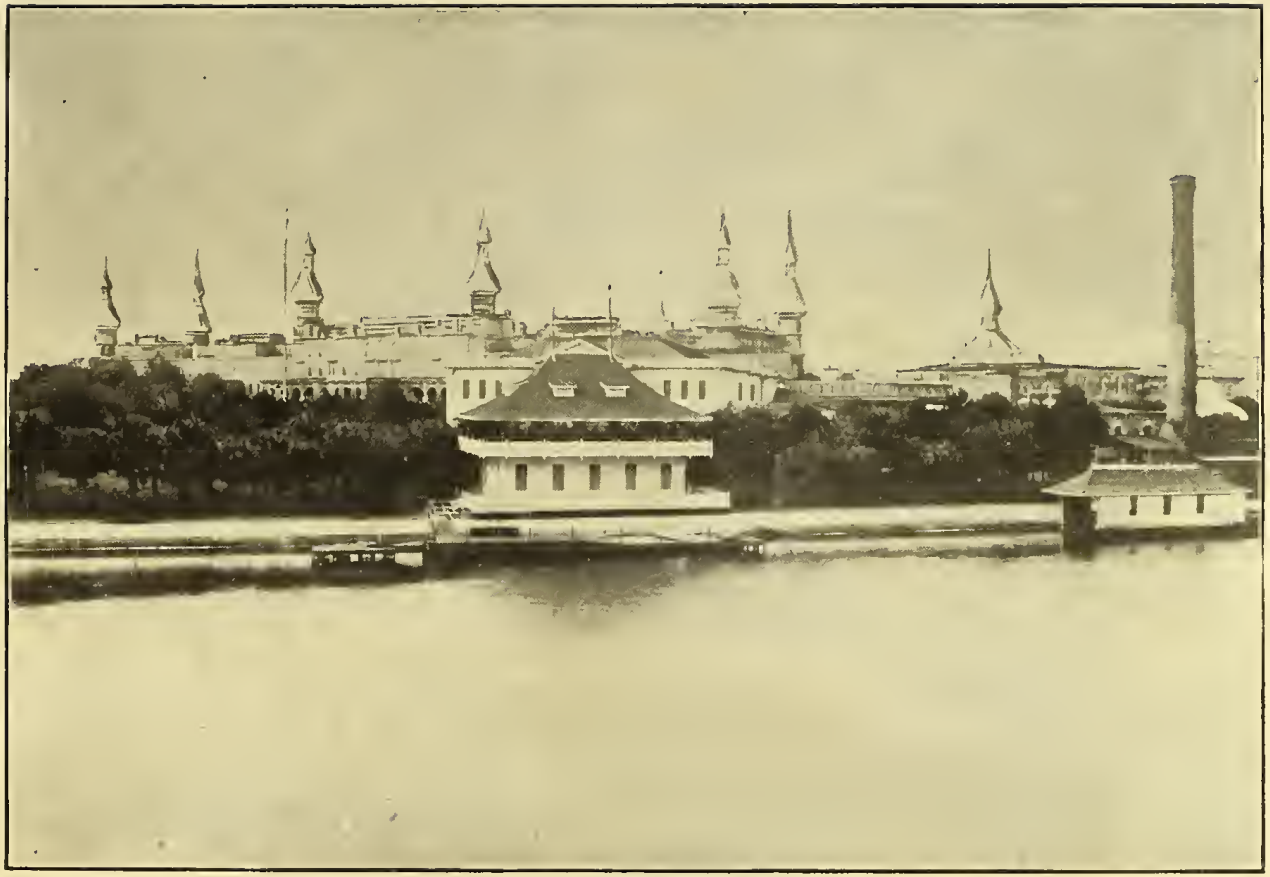
For the bolder angler there are the lordly tarpon, the virile king-fish, the splendid sea bass and other of kindred size and gaminess. For the gentler and more timid sex there are scores of kinds of beautiful and toothsome denizens of the shallower waters, whose pursuit and capture will abundantly gratify her desire for this most exhilarating and health giving sport. Oysters, crabs and clams reward easy search, and in short there is no form of athletic or gustatory appetite which cannot here be satisfied to perfection.

To Make Inquiry.

All persons who may wish to obtain further particulars about this attractive city and section can do so by addressing inquiries to the Board of Trade. All queries will be promptly, courteously and reliably answered. Information on every subject will be furnished, and it will be taken as a favor if any one desiring it will apply. Address

SECRETARY BOARD OF TRADE,

Tampa, Florida.



TAMPA BAY HOTEL AND GROUNDS, HARVEY & WOOD.

HUTCHINSON-COTTER DRUG CO., FRANKLIN AND TWIGGS STS.

THE OLD OAK AT TAMPA BAY HOTEL.

SMITH'S DAIRY KITCHEN.

PALMETTO WALK TAMPA BAY HOTEL.

R. L. TURNER, JEWELER AND OPTICIAN, COR. FRANKLIN AND TWIGGS STS.

SOUTH ENTRANCE TAMPA BAY HOTEL.

GLENN SHOE CO., 507 FRANKLIN ST.

TENNIS COURT TAMPA BAY HOTEL.

MORTON'S BIG DRUG STORE, THE LARGEST RETAIL DRUG STORE IN FLORIDA.

SULPHUR SPRINGS, DR. J. H. MILLS.

TAMPA BOOK AND NEWS CO.

RESTAURANT AND PAVILION AT SULPHUR SPRINGS.

WM. S. OPPENHEIMER, DRUGGIST.

BRIDGE OVER HILLSBOROUGH RIVER SULPHUR SPRINGS.

TAMPA BUSINESS COLLEGE, DAVIS BLOCK, 702-704-706 FRANKLIN ST.

BALLAST POINT, TAMPA ELECTRIC CO.

THE TAMPA FURNITURE CO., 501-503 FRANKLIN ST.

DANCING PAVILION AT DE SOTO PARK, TAMPA ELECTRIC CO.

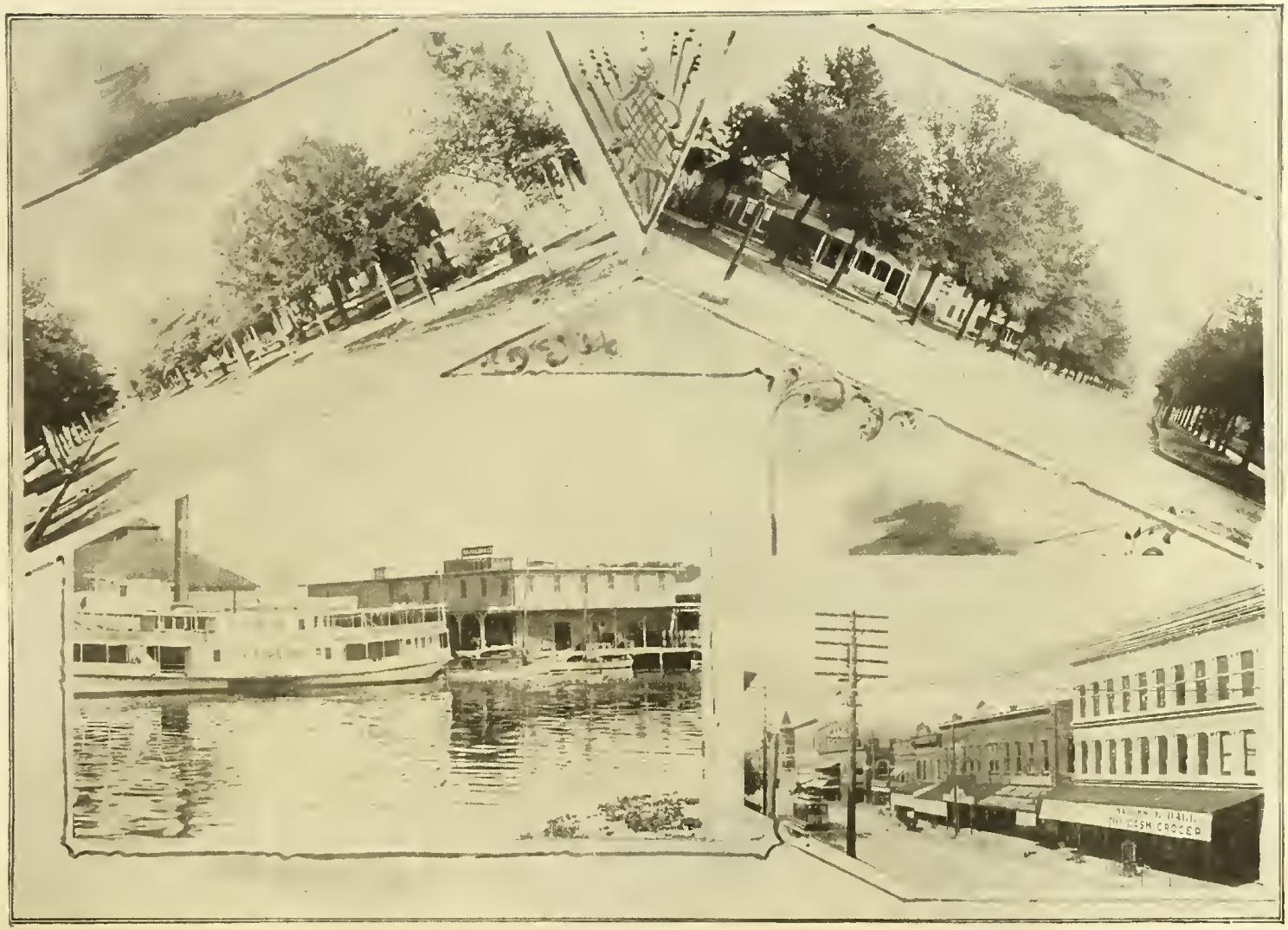
INTERIOR OF STEBBINS' CENTRAL PHARMACY.

VIEW OF GROUNDS AT BALLAST POINT, TAMPA ELECTRIC CO.

OFFICE AND SUBSTATION, TAMPA ELECTRIC CO.

POWER HOUSE AT DAM, TAMPA ELECTRIC CO.

LIGHTFOOT DRY GOODS CO., 911 FRANKLIN ST.



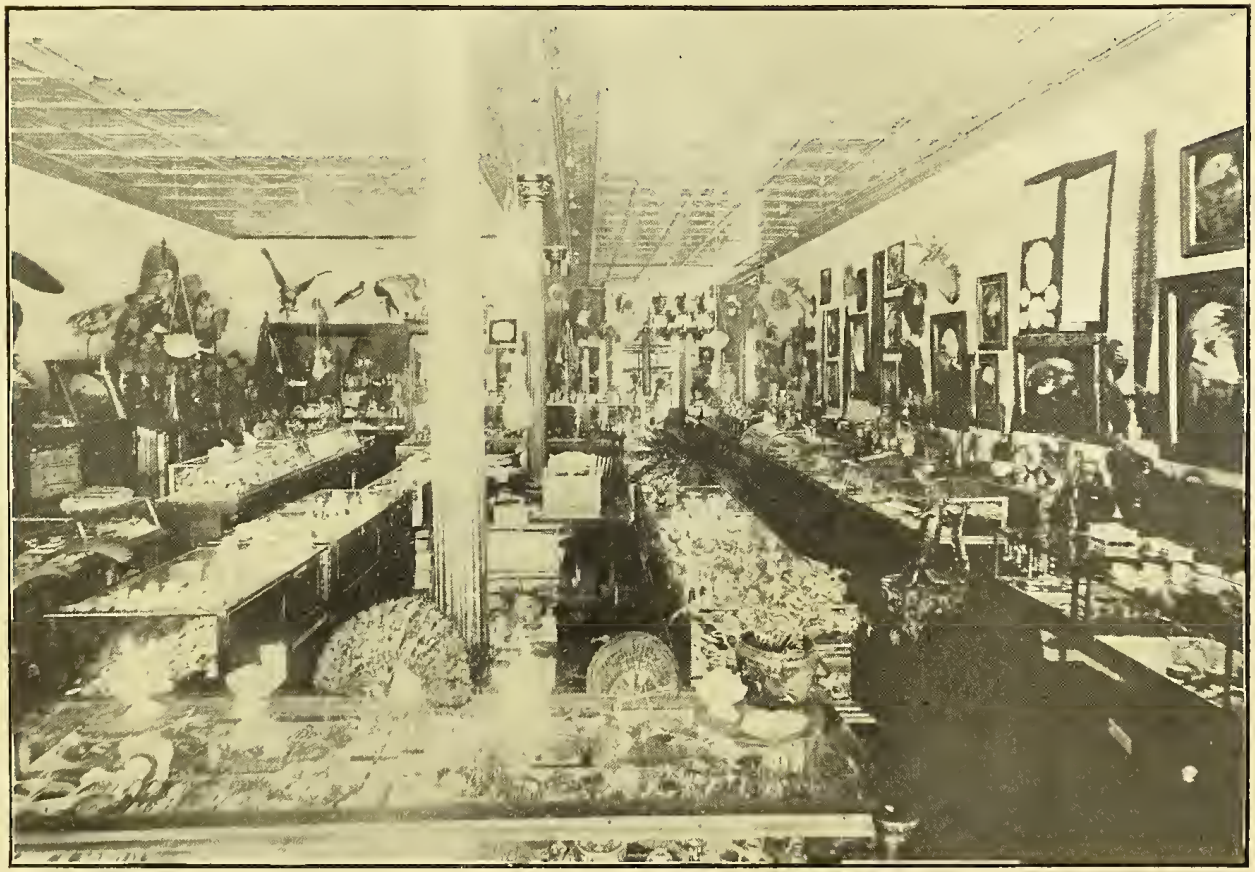
STREET SCENES.

L. V. SPENCER & CO., SHOE STORE,

ORANGE GROVE, L. V. SPENCER.

TOWNE'S TAMPA STEAM LAUNDRY, FLORIDA'S ONLY BENZO PROCESS DRY CLEANING.

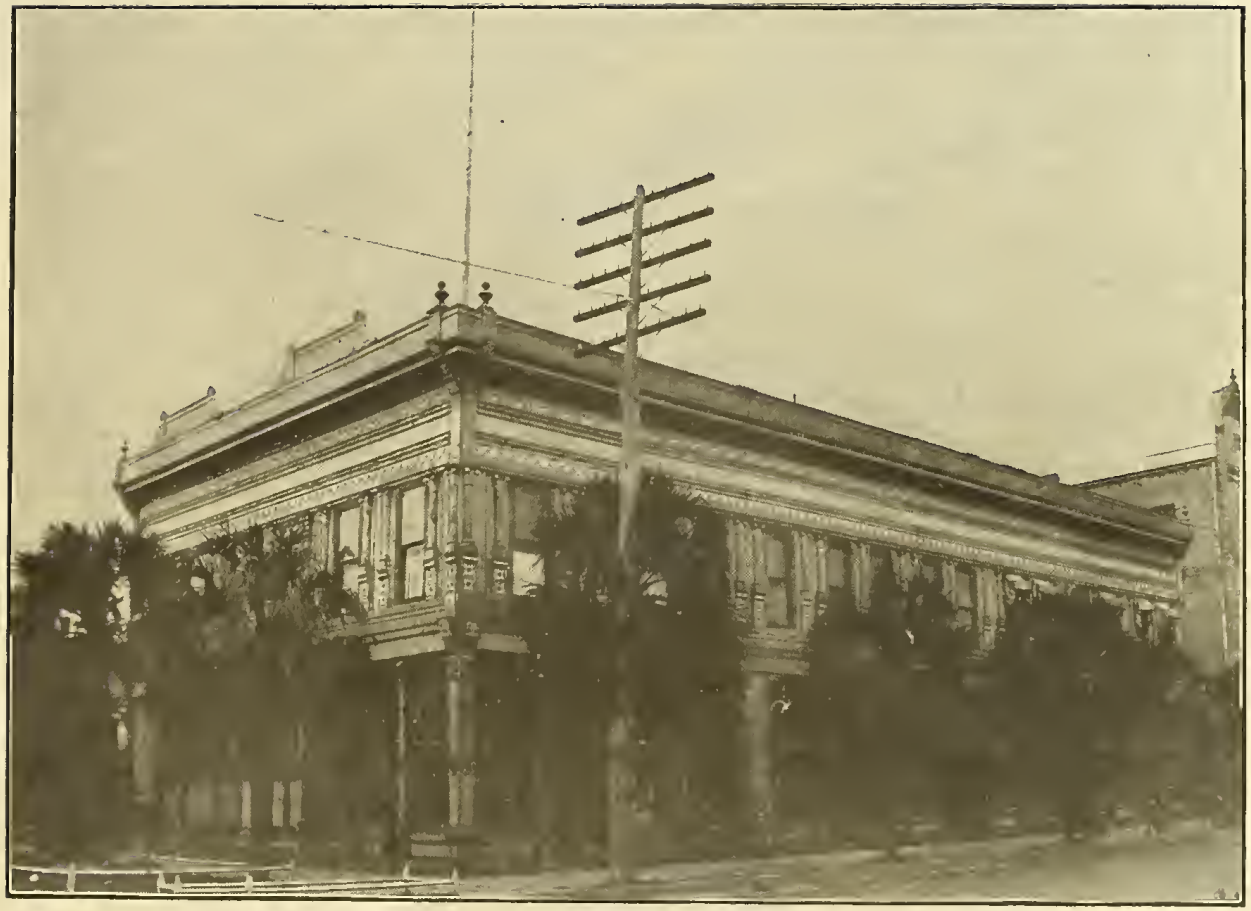
RESIDENCE OF J. MACKE TOWNE, PLANT AVE.



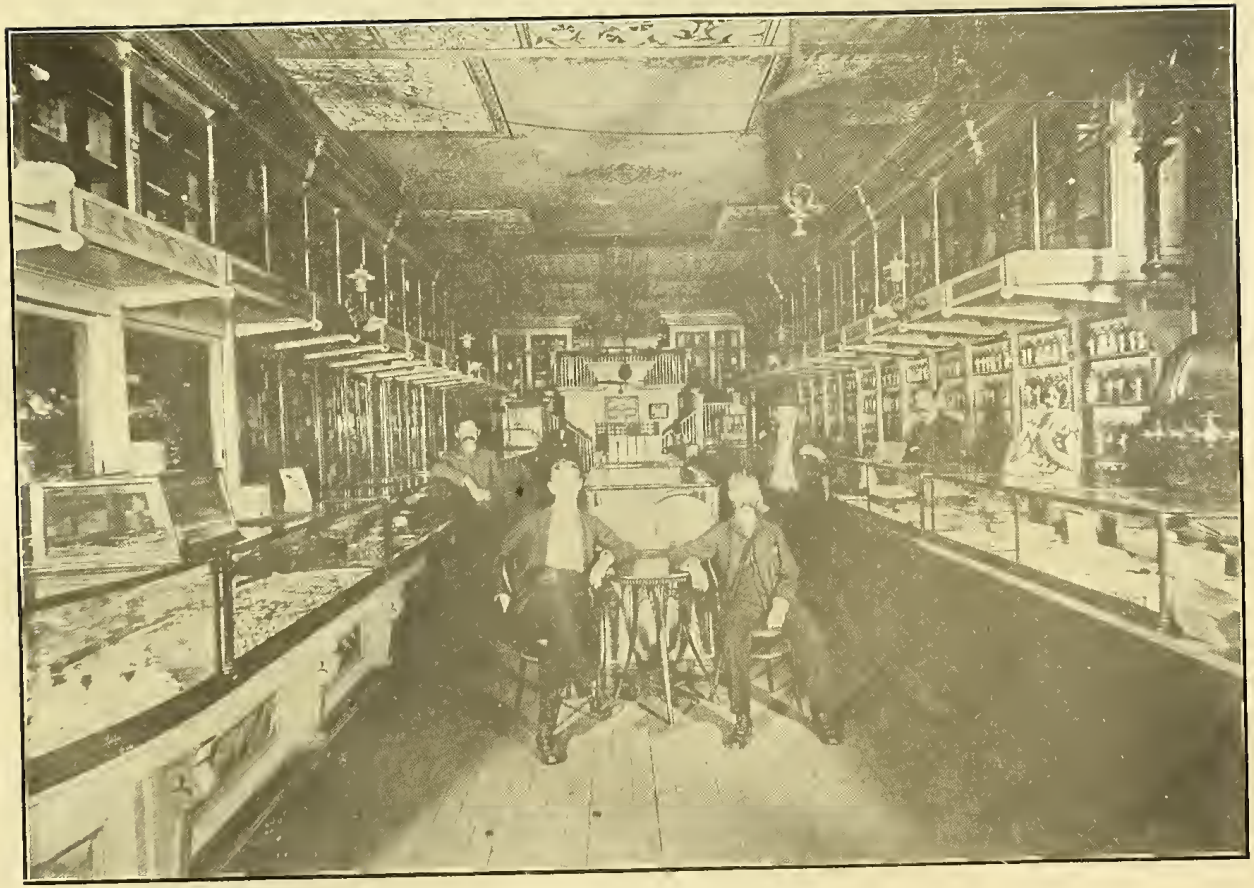
INTERIOR OF STUART'S BIG CURIO STORE, 116 LAFAYETTE ST.

STUART'S BIG CURIO STORE, 116 LAFAYETTE ST.

J. R. MICKLER & CO , CASH GROCERS, 1066 FRANKLIN ST.



SMITH & LEE, REAL ESTATE.

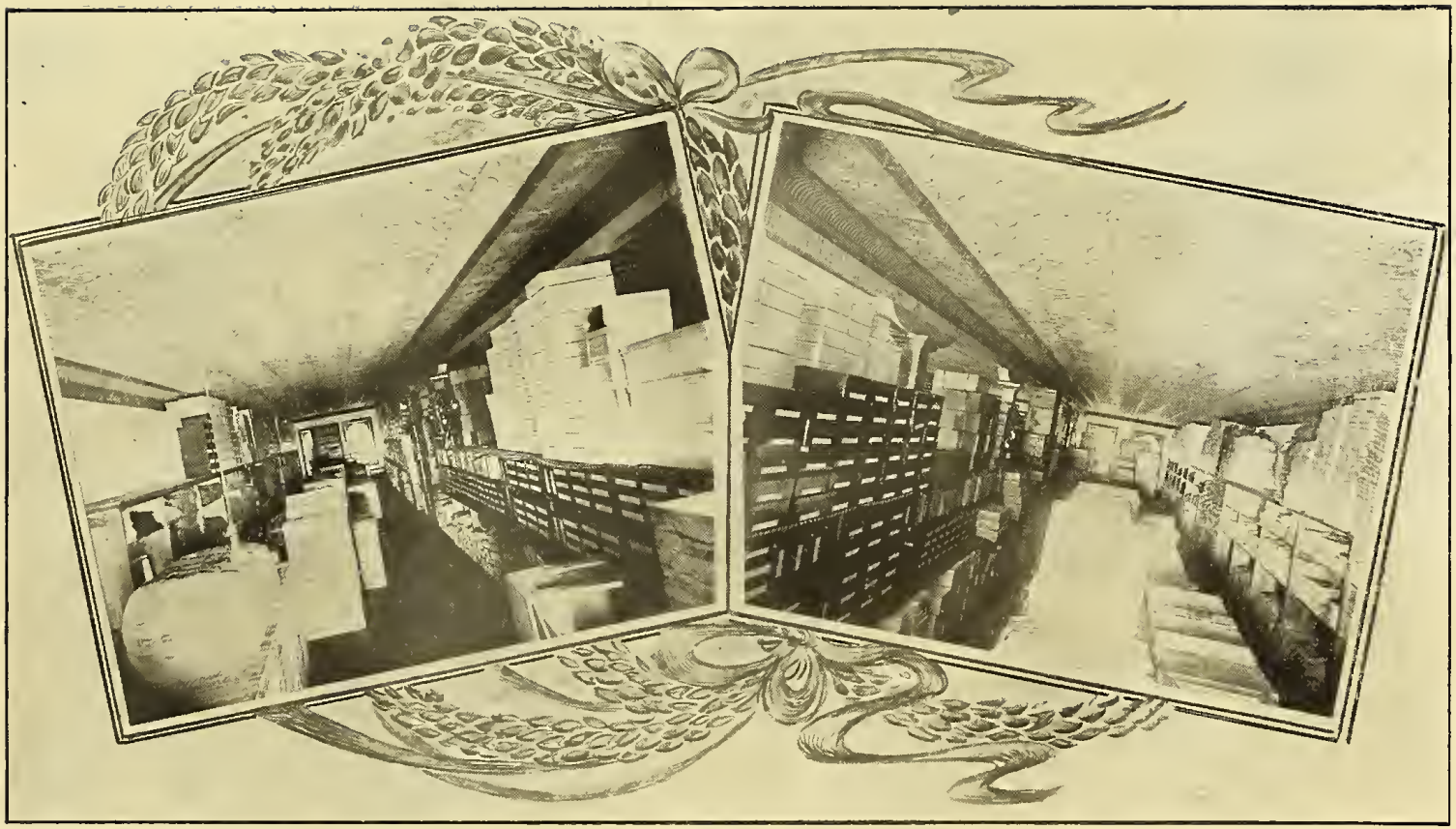


S. B. LEONARDI & CO.

RESIDENCE OF PETER O. KNIGHT, HYDE PARK AVE.

OFFICE AND DOMESTIC DEP'T THE BENTLEY-GRAY DRY GOODS CO.

NOTIONS AND FURNISHING GOODS DEP'T, THE BENTLEY-GRAY DRY GOODS CO.



THE BENTLEY-GRAY DRY GOODS CO., CLOTHING AND RESERVE STOCK DEP'T, BLANKET, QUILT AND TRUNK DEP'T.

RESIDENCE OF FRANK BENTLEY, CARDY ST.

TAMPA STEAM BAKERY, 1002 FRANKLIN ST., PAUL BUTZLOFF, PROP.

TAMPA FOUNDRY & MACHINE CO., MACHINE AND BOILER MAKERS, BRASS AND IRON FOUNDERS.

TAMPA BUSINESS COLLEGE, DAVIS BLOCK, 702-704-706 FRANKLIN ST.

ARCADE BUILDING, N. W. COR. NINTH AVE. AND FOURTEENTH ST., PROPERTY OF THE Y. C. LAND & IMP'T CO.

TAMPA PHOTO SUPPLY AND ARTIST MATERIAL CO., 207 LAFAYETTE ST.

MANRARA BUILDING, S. E. COR NINTH AVE. AND FOURTEENTH ST, PROPERTY OF THE Y C. LAND & IMP'T CO

TAMPA OPTICAL PARLORS, 306 CASS ST., DR. H. E. LOUGH, OPTICIAN.

SEVILLE BUILDING, N. E. CORNER NINTH AVE. AND FOURTEENTH ST., PROPERTY OF THE Y. C. LAND & IMP'T CO.

INTERSECTION OF NINTH AVE. AND FOURTEENTH ST., "ARCADE," "SEVILLE" AND "MANRARA" BUILDINGS.

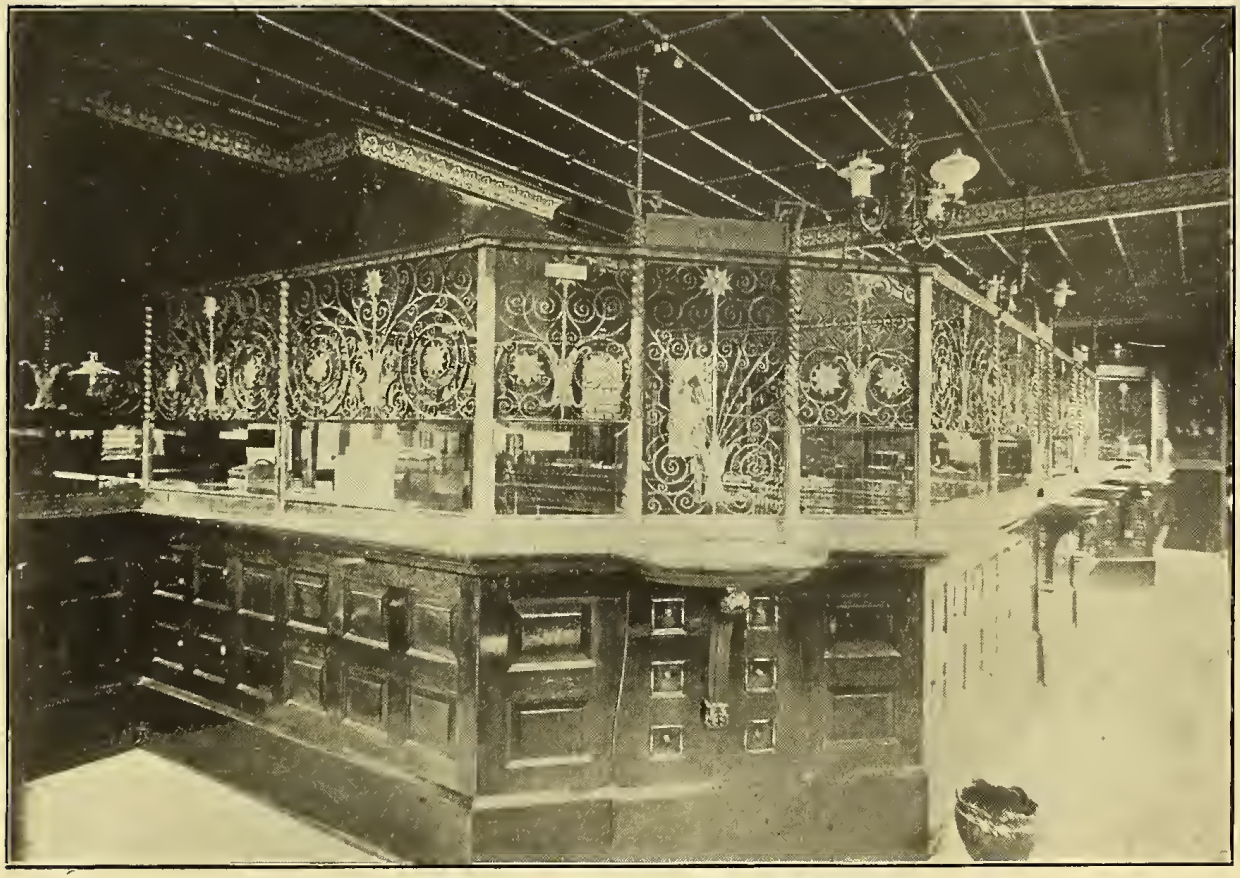
RESIDENCE OF S. L. BIGLOW, E. PALM AVE.

F. H. DAVIS & CO., THE PURE FOOD GROCERS, 706 FRANKLIN ST.

E. A. KLINE & CO.'S EL SYMPHONIE CIGAR FACTORY.

DENTAL ROOMS OF DRS. SANFORD W. ALLEN AND RICHARD D. WHITESIDE, 316½ FRANKLIN ST.

RESIDENCE OF W. W. CARNÈS, PLANT AVE.



THE EXCHANGE NATIONAL BANK OF TAMPA.

KNIGHT & WALL CO.

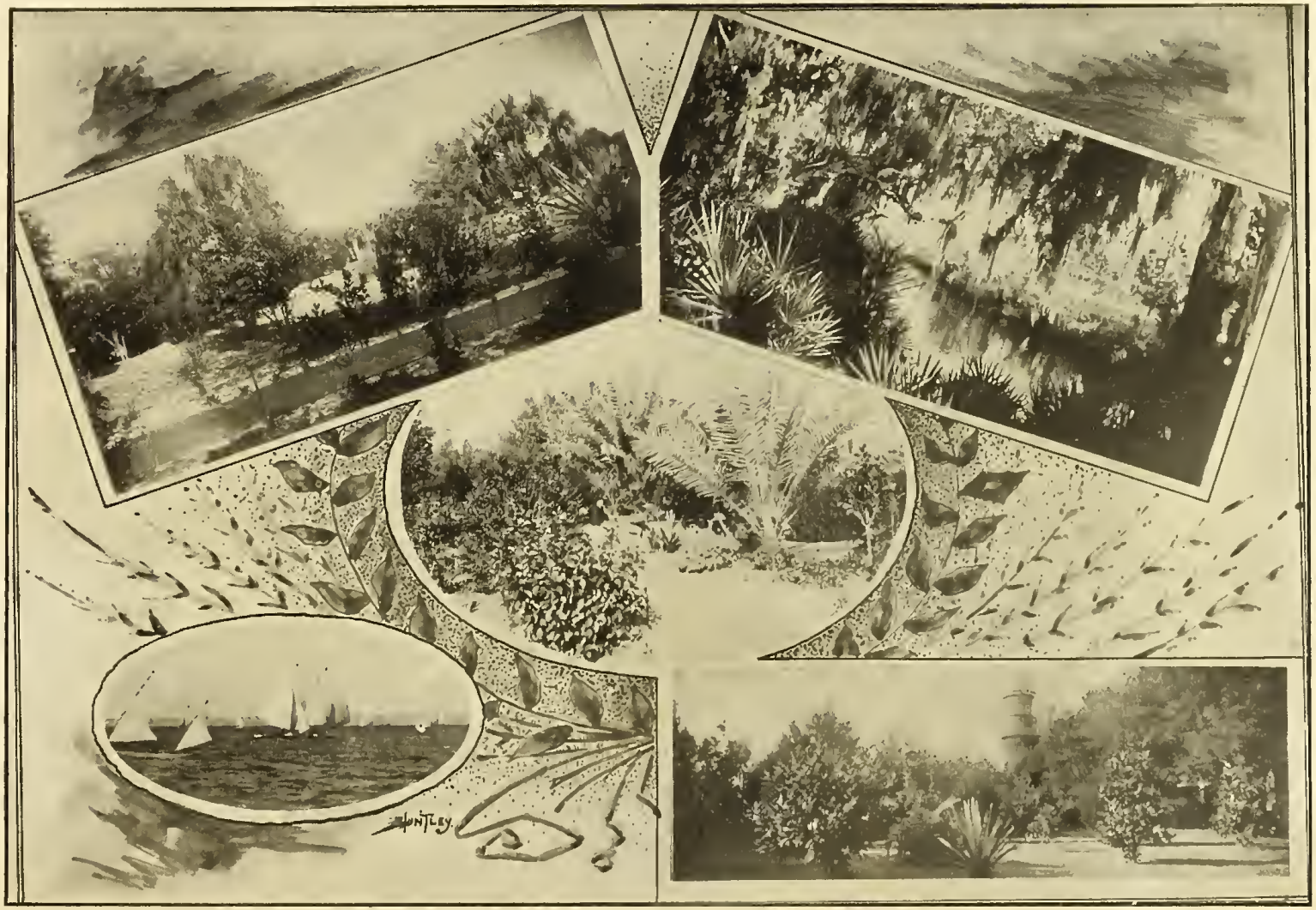
OFFICE AND SALES-ROOM, 206 ZACK ST.

FACTORY, GRAND CENTRAL AVE., & A.C.L. RY.

MINERAL PAINT & VARNISH WORKS.

THE FLORIDA BREWING CO.

ROBERTS & SHERMAN, PIANOS AND ORGANS, NEXT DOOR TO POSTOFFICE.



TYPICAL TAMPA SCENES.

TAMPA MILLINERY CO., 905 FRANKLIN ST.

THE FIRST NATIONAL BANK.

CITY MARKET, COR. POLK ST. AND FLORIDA AVE.

THE MILE WALK AT PORT TAMPA

VIEW OF "THE INN" AND BAY, PORT TAMPA.

PASSENGER DOCK AT PORT TAMPA.

STREET SCENE AT YBOR CITY.

THE PHILADELPHIA TAILORS, 205 LAFAYETTE ST., V. FICCIO, MANAGER.

M. STACHELBERG & CO., CIGAR FACTORY.

O. FALK & BROTHER, DRY GOODS AND MILLINERY, FRANKLIN ST., CORNER POLK.

O. FALK & BROTHER, CLOTHING AND SHOES, FRANKLIN ST. COR. POLK.

I. S. GIDDENS & CO., WHOLESALE GROCERS.

RESIDENCE OF I. S. GIDDENS, NEBRASKA AVE.

C. BOULWARE, LIVERY, SALE AND FEED STABLES, 407-409 MADISON ST.

A. B. BALLARD & CO., CIGAR FACTORY.

TAMPA BOX CO.

RESIDENCE OF JOHN M. LONG, HYDE PARK AVE.

TAMPA HARDWARE CO., WHOLESALE.

RESIDENCE OF W. B. HENDERSON, SEVENTH AVE.

RESIDENCE OF G. C. WARREN, SEVENTH AVE.

RESIDENCE OF DR. L. W. WEEDON, SEVENTH AVE.

C. STERTZBACH, PHOTOGRAPHER, 517 FRANKLIN ST.

RESIDENCE OF W. H. BECKWITH, SEVENTH AVE.

FACTORIES OF THE HAVANA-AMERICAN CO., MAKERS OF THE CELEBRATED PRINCIPE DE GALES HAVANA CIGARS.

SEIDENBERG BRANCH—HAVANA-AMERICAN CO.

THE MUNSING PINERY, TAMPA, FLORIDA.

RESIDENCE OF GEO. D. MUNSING.

RESIDENCE OF MRS. E. W. CHAPIN.

RESIDENCE OF JOHN TRICE, PRESIDENT OF CITIZENS BANK & TRUST CO.

RESIDENCE OF T. A. CHANCELLOR, ASSISTANT CASHIER CITIZENS BANK & TRUST CO.

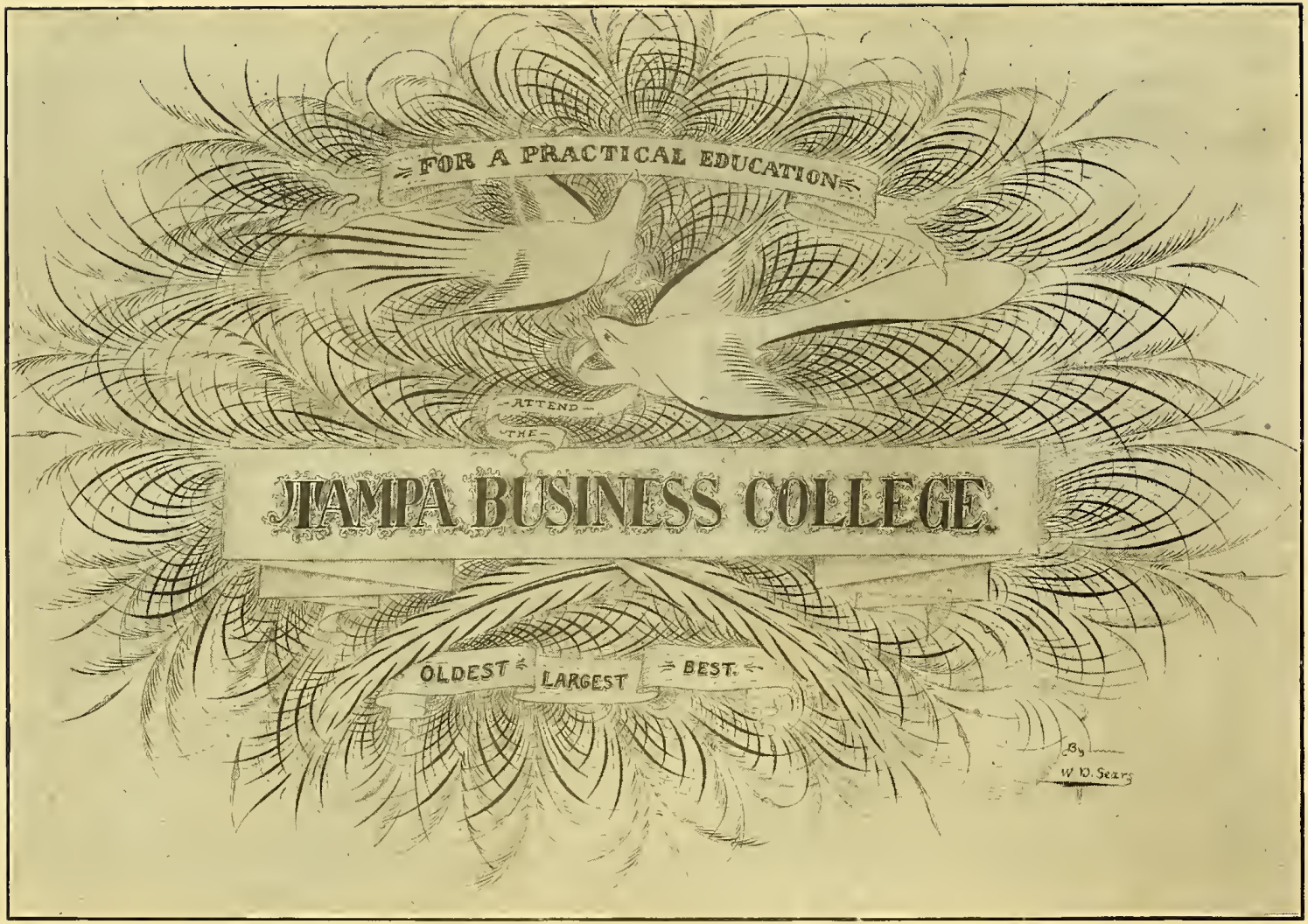
RESIDENCE OF DR. L. A. BIZE, CARDY ST.

J. M. MARTINEZ, CIGAR FACTORY.

RESIDENCE OF W. R. FULLER, HYDE PARK AVE.

THE MODEL STORE, OUTFITTERS FOR MEN AND BOYS, 903 FRANKLIN ST.

NEW PUMPING STATION TAMPA WATER WORKS CO.



PEN AND INK FLOURISH EXECUTED AT THE TAMPA BUSINESS COLLEGE.

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